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AUTHOR	Wolfe, Lisa A.
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ABSTRACT

This book provides an introduction to basic communications concepts, a step-by-step process for developing and implementing a library public relations/communications plan, and descriptions of effective library communications tools and strategies. Detailed examples of the application of solid communications planning in school, public, academic, and special libraries are included. Each example demonstrates that a clear communications goal and a plan for achieving it are the key components to success in a public relations effort. Each chapter also includes samples and guiding questions to assist in evaluating and using available communications resources. The book is divided into 14 chapters: (1) Thinking about Public Relations and Communications for Your Library; (2) Developing Your Library's Public Relations/Communications Plan; (3) Defining Your Library's Message and Audience; (4) Developing a Corporate Identity for Your Library; (5) Creating Effective Print Communications; (6) Media Coverage; (7) Telling Your Story through Volunteers; (8) Community Involvement as a Public Relations Tool; (9) Creating an Environment that Supports Your Message; (10) Using Technology To Tell Your Library's Story; (11) Programs and Special Events as Communications Tools; (12) Creating a Professional Network; (13) Public Relations Challenges in Different Types of Libraries; and (14) Evaluating Your Efforts. An appendix includes an outline and samples for a public relations/communications plan. Includes a subject index and 22 references. (Author/SWC)

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